



IC Channel - Tracking

Office Furniture Market
2019

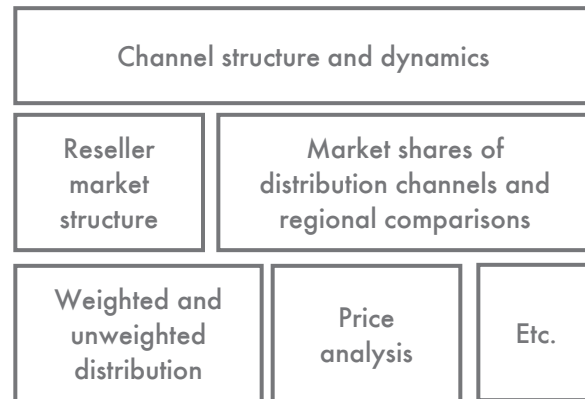


- The IC Channel Tracking report offers you:
 - ✓ Channel Map describing the structure of distribution channel per country with Information such as: the number of resellers, channel market shares, average margins etc.
 - ✓ Detailed profiles of the largest European resellers containing total sales and the sales share by segment, price category, channel, etc.
 - ✓ Matrices for each individual country containing the major brands and their reselling partners.
 - ✓ Reseller survey regarding price, market and margin expectations as well as their satisfaction with represented brands and all the aspects influencing the cooperation between manufacturers and resellers
 - ✓ Reseller contact database.

- An effective distribution policy is one of the key success factors across the Office Furniture market. Therefore Interconnection is conducting this study in order to provide manufacturers with this key channel information.

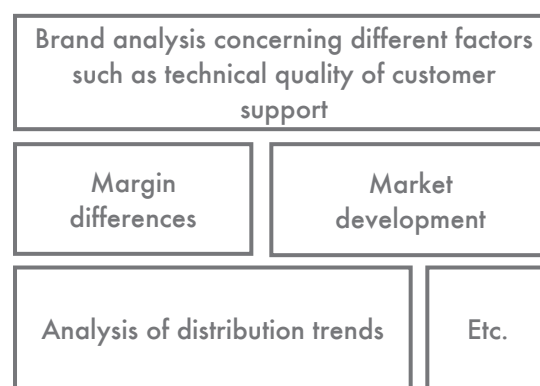


Channel Map



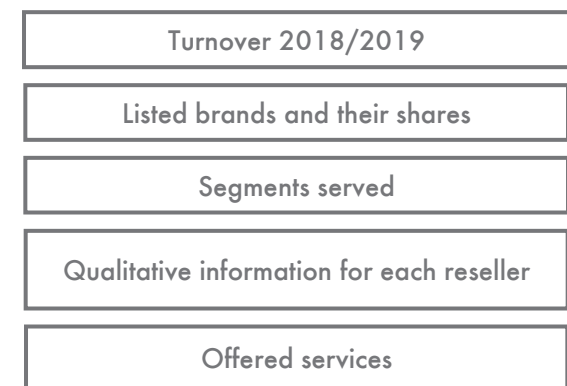
Market Shares of Top Resellers

Reseller Survey



Reseller Satisfaction

Reseller Profiles



~20-40 detailed Reseller profiles per country

1. Regional Markets

- Executive Summary
- Regional Market Analysis (market overview, channel & segment structure and development, listings, top resellers, etc.)
- Reseller Matrix with Sales in 2018/2019 by Brand
- Reseller Overview (reseller type, field of activity, repair & maintenance service, etc.)

2. Detailed Reseller Profiles

- Sales & Margins 2018/2019
- Sales by Brands and by Segment and by price class
- Offered Services, Top selling model

3. Database of Resellers

- Contact Details of all Top Resellers in Electronic Format

Who are the Relevant Distributors and What Do They Sell

- Tables with *reseller data* split *by unit sales and turnover* per listed brand for each surveyed region.
- This chart shows dummy figures.

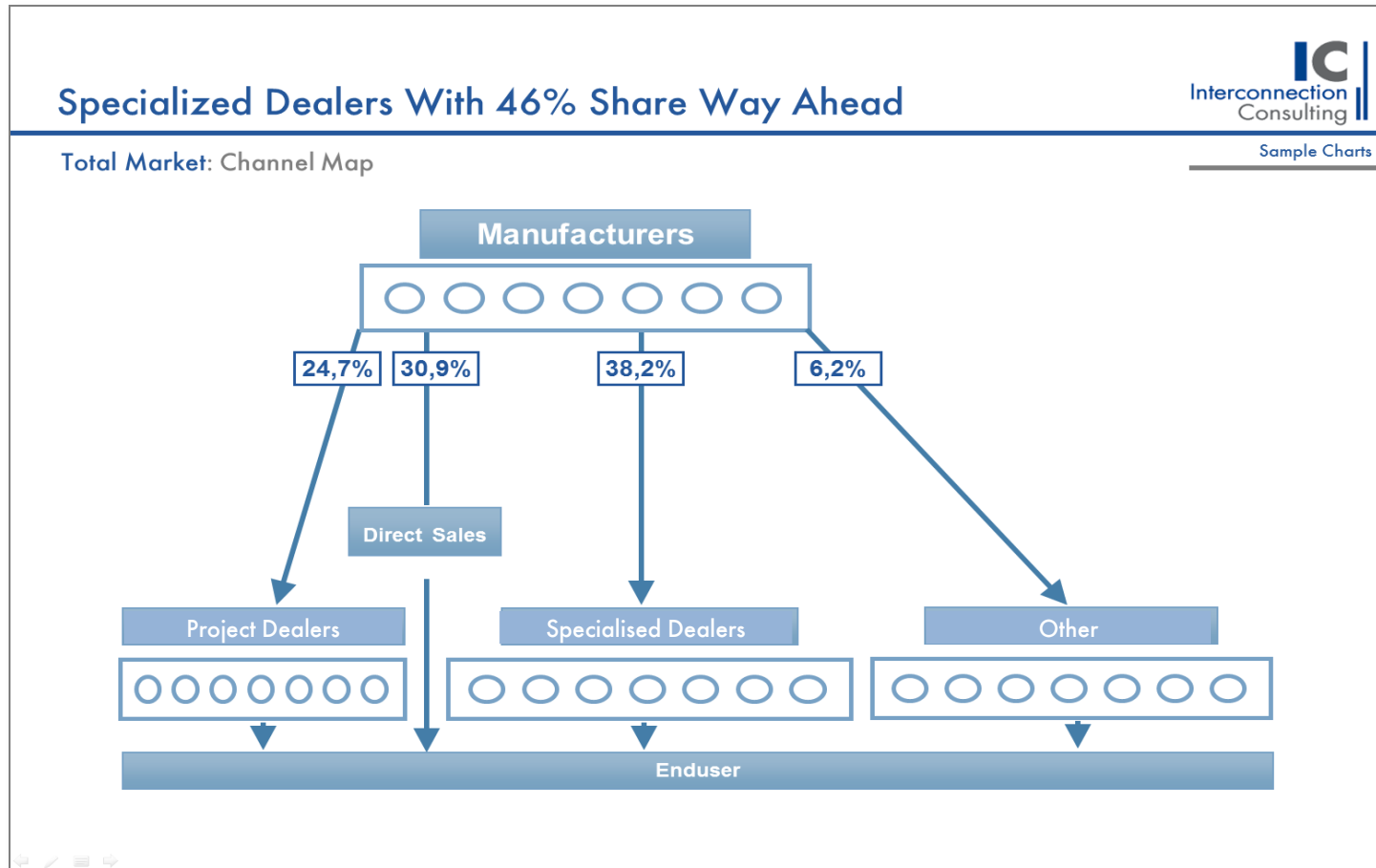
Brand Variety in Germany is Very Strong

Germany: Matrix of Top Distributors / Dealers, Sales Split by Brand

GERMANY	Turnover in EUR 1.000	Listed Brands									
		Brand 1	Brand 2	Brand 3	Brand 4	Brand 5	Brand 6	Brand 7	Brand 8	Brand 9	Brand 10
Company A	6.600.000	1.500.000	2.900.000		1.800.000						
Company B	5.000.000	x	x	x	x	x	x	x			
Company C	4.500.000	x	x				x	x		x	
Company D	3.500.000	500.000	1.000.000				1.500.000				500.000
Company E	3.000.000	x	x			x		x			
Company F	3.000.000	x			x						
Company G	2.500.000		x				x		x		
Company H	2.000.000	x		x	x		x				x
Company I	1.600.000	x	x				x				x
Company J	1.100.000	400.000			500.000						
Company K	1.000.000		x		x	x				x	

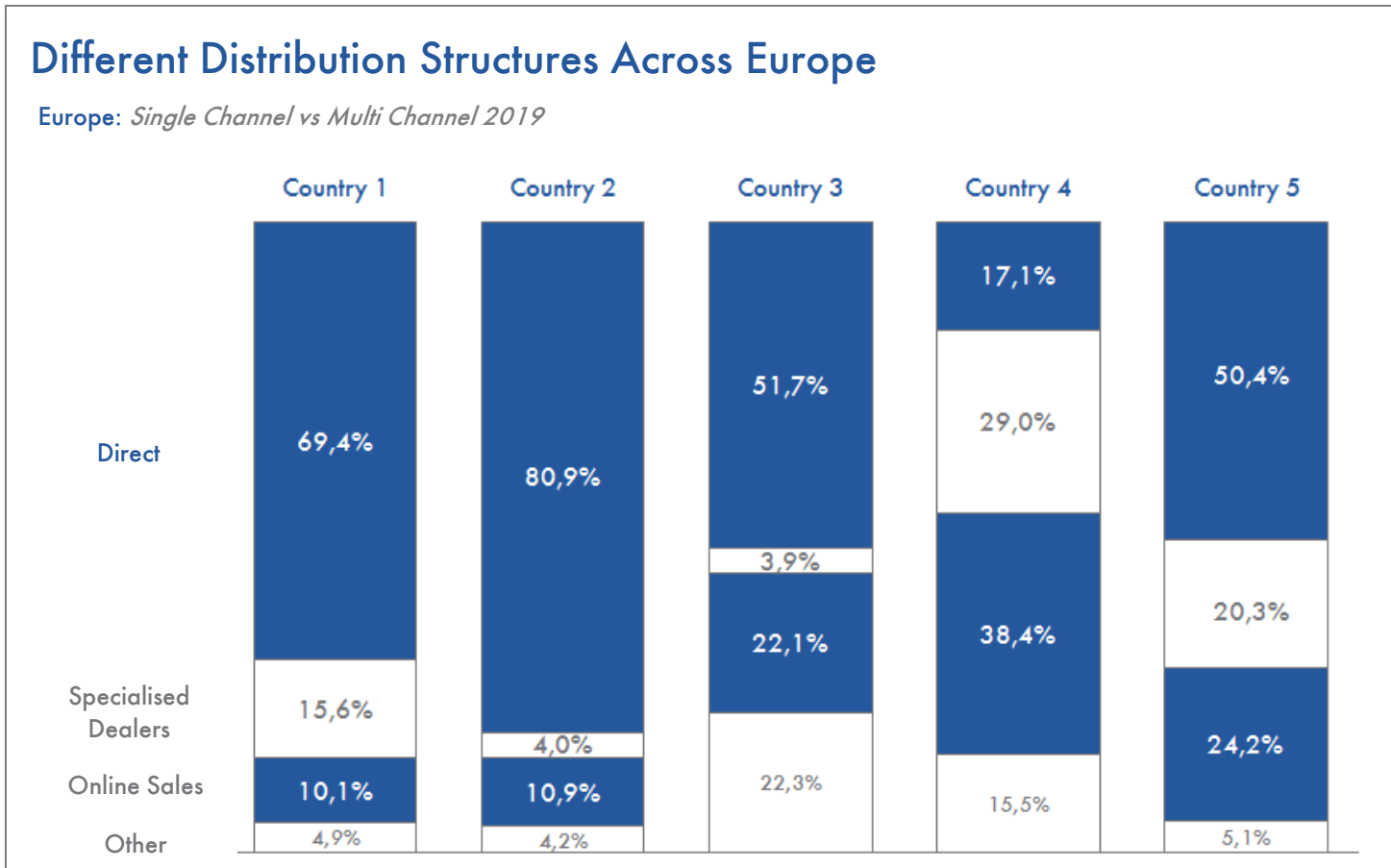
Learn About the Market Structure & Channels

- The *channel map* provides an excellent overview of the regional distribution systems and the market size of different channel types. *Dummy figures!*



Identify Differences Among the European Markets

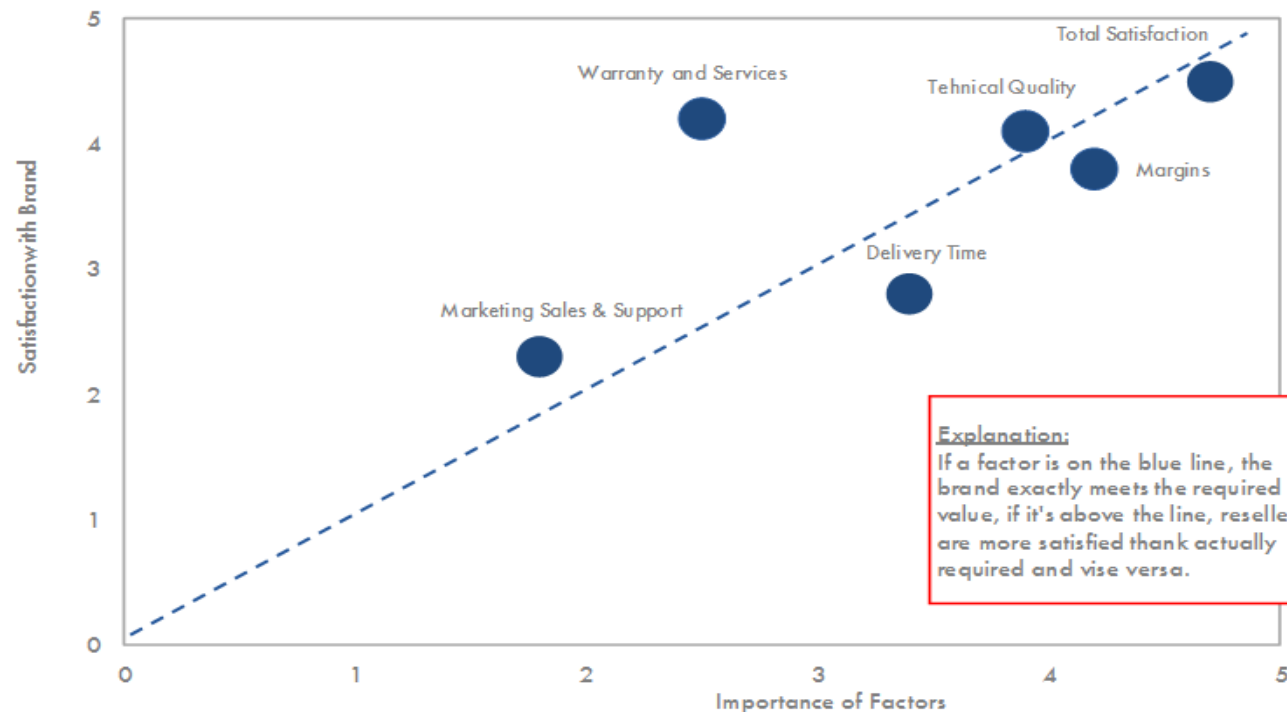
- Analysis and comparison of *distribution channels* for each of the surveyed regions. *Dummy figures!*



- Analysis of the *distributor satisfaction* and importance of different brands concerning factors like technical quality, etc. *Dummy figures!*

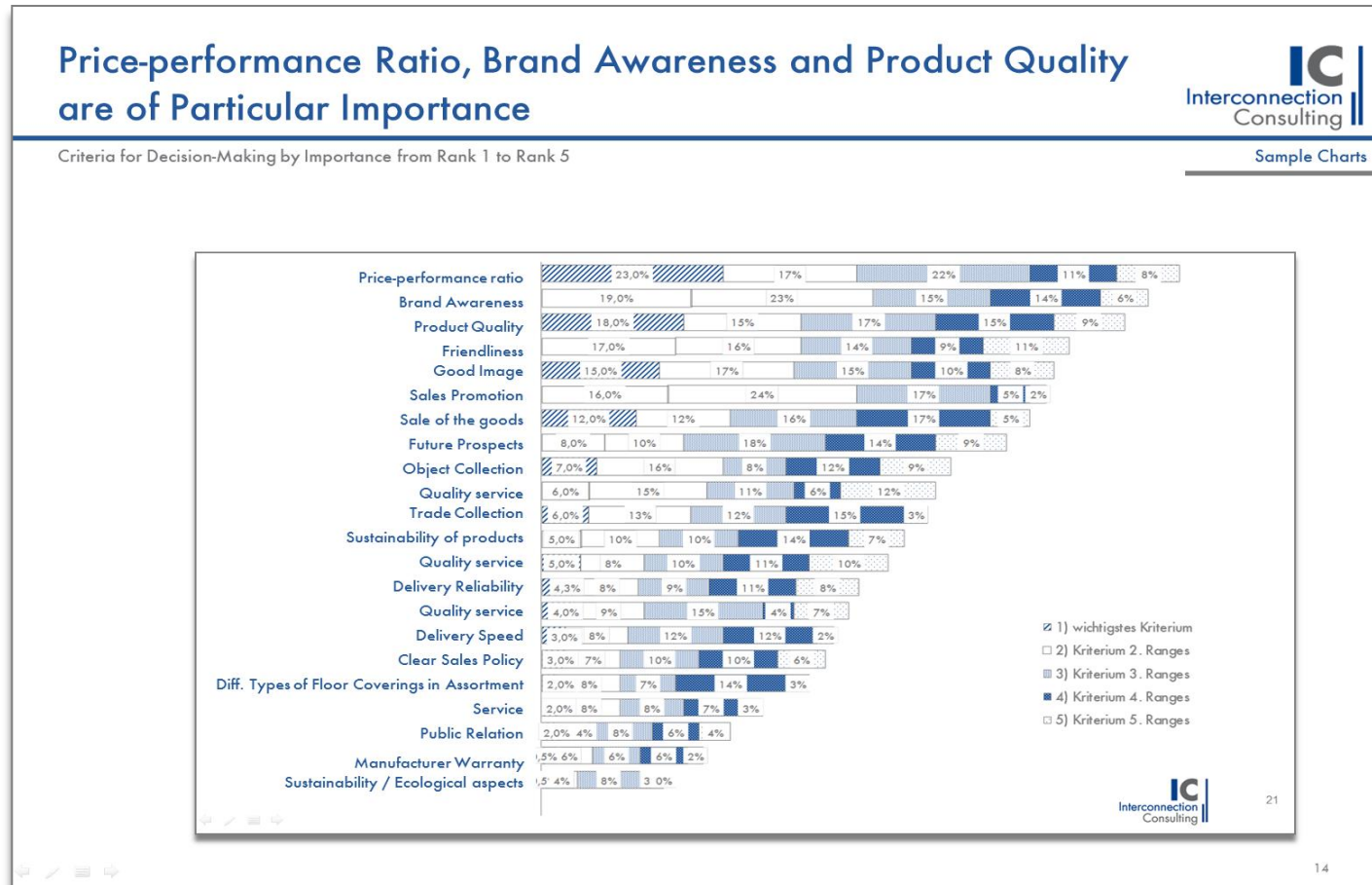
Brand X Scores With Warranty and Services

Reseller Satisfaction: *Importance and factors when working with manufacturers*



The Most Important Criteria for Listing of Brands / Manufacturers in the Assortment

- Analysis of all the aspects influencing the cooperation between *manufacturers* and *dealers*
- This chart shows *Dummy figures!*



Detailed Profiles of the Relevant Retailers

- Receive *detailed profiles of the regional dealers* with crucial information about turnovers, served segments, etc. *Dummy figures!*

Sample Charts

Company X Generated EUR 2.5 Million in 2019

1. Company x

Company Info

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E-Mail info@interconnectionconsulting.com
Homepage <http://www.interconnectionconsulting.com>

Turnover by Brands

Brand	Turnover (%)
Vitra	30.0%
Dynamobel	8.0%
Haworth	8.0%
Seid us	8.0%
USM	8.0%
Wilkhahn	8.0%
Permasa	8.0%
Andre u world	7.0%
Mobiles 114	7.0%
Sotubo	7.0%

Total Turnover & Margins


Turnover 2017		Margins 2017	
Storage	5%	Storage	15%
Desks	7%	Desks	5%
Conference T	10%	Conference T	10%
Partitioning Sys	25%	Partitioning Sys	7%
Swivel Chairs	25%	Swivel Chairs	12%
Meeting Chairs	15%	Meeting Chairs	6%
Lounge Chairs	13%	Lounge Chairs	10%
Total	2,500,000 €		

Turnover by Segment/Channel

Segment/Channel	Turnover (%)
Large companies	20.0%
Small & Medium companies	20.0%
Self-employed	20.0%
Public offices	40.0%

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Investment in Your Distribution Analysis

	Single Issue	Subscription*		
Full Package	€ 19.899,-			
Single Country	€ 4.974,-			
Available Countries	France	UK	Spain	Italy

* **IC Subscription:** 20% price advantage compared to single issue. The subscription can be cancelled after two purchases of the study, but not later than 31st December in the year in which the last study has been received. If the subscription is not cancelled, it is extended by one more year. The price is the individual price for at least two orders of the study (order year and the following year). Price changes must be announced by Interconnection at least six weeks before 31st December.

** **Price Special** taking into account the scale of discount
Price includes an interactive PDF Document. All prices shown exclude sales tax

- The **Methodology** for the **IC - Channel Tracking** is specially developed by the **IC-Team**, combining several analysis together to extract all the relevant data for decision making processes in the field of distribution.
- **IC - Channel Tracking** studies written so far include around 20 different industries with diverse distribution structures such as Audio/Video reproduction products, office furniture, CCTV, etc.
- Due to our long tradition in writing studies in the **Office Furniture field**, we possess the right contacts and information to deliver the most optimal and accurate results (market size, market shares, etc.);
- In our experience, very often the change of distribution channel represents a key to gaining more market shares. Our analysis gives you an overview of how your competitors deal with the distribution and particularly where the potential for long term growth and higher margins lies.

Customers of our Reports:



If there are any questions please
do not hesitate to contact us!

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